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**Jiu Qian Wine Named the Official Rice Wine of 2010 World Expo in Shanghai  
*US Holding Company invests in Agriculture and Winery***

Shanghai (Mar 3, 2010) – Jiu Qian Wine, located in the Guizhou Province in southwestern China, was named the exclusive official rice wine of the 2010 World Expo to be held in Shanghai, China, from May 1 – October 31, 2010. The wine will be featured at the UNDP (United Nations Development Programme) DEVNET Pavilion.

As the strategic partner of Jiu Qian Wine, the Coffee Beanery, Greater China, a U.S. holding company has successfully held a press conference at 3 p.m. on March 2, 2010 at the Shanghai Grand Theater News Center. Mr. Daniel Barrios, President of UNDP-DEVNET, arrived from Italy, made the special speech on the conference and awarded the certificate of Jiu Qian Wine---the exclusive official rice wine of the 2010 Shanghai World Expo UNDP- DEVNET Pavilion to Jiu Qian Wine Group.

Press Conference attendees included: Mr. Gao Guoqiang, General Representative of Shanghai 2010 World EXPO UNDP-DEVNET Pavilion; Mr. Zhang Jiachun, County Mayor of the People's Government of Sandu Autonomous County. Other honored guests included: Mr. Stephen Jacque, Deputy Principal Commercial Officer of American Consulate General U.S. Commercial Service; Mr. Keenton Chiang, Commercial Officer, American Consulate General U.S. Commercial Service; Ms. Anna Bartram, Associate, Corporate Social Responsibility of the American Chamber of Commerce in Shanghai.

This press conference has attracted over 200 guests and about fifty news agencies from home and abroad. After the press conference, all the guests were gathered in the Coffee Beanery Café for wine tasting.

The Coffee Beanery-Greater China has invested in two major wine agriculture areas in Sandu County in the Guizhou Province in southwestern China, which boasts a traditional vintage wine culture. The elite US coffee brand, The Coffee Beanery, originated in Flushing, Michigan, U.S. in 1976, and has locations in 35 states and outreach to Europe, Mid-East, and Asia. The Coffee Beanery, Greater China, has locations throughout China.

The agreement between Jiu Qian Wine and the 2010 World Expo is intended to advocate the colorful Guizhou Shui culture and promote Jiu Qian Wine's national brand popularity. The introduction of Shui culture at the Expo will include Shui calligraphy, ponytail embroidery, and Jiu Qian Wine. The Shui culture is one of the smallest and poorest cultures in China and depends on the vineyards and winery to support its population.

Wine tasting centers during the 2010 World Expo will be held at the Shanghai Grand Theater Coffee Beanery Café, Ground Floor Exhibition Hall at the Shanghai Great World Theater and at Nanmatou, the Shanghai World Expo Pudong venue.

The crystal clear amber colored wine has explosively rich aromas, and a wonderful intensity of flavors. The wine has over 1,800 years of history on record and was recognized as a "perfect flavor, perfect taste, and perfect wine" by Chairman Mao in 1957. The wine was chosen by the government as the exclusive ritual wine at the 2001 Olympic Games bidding blessing ceremony and the 2008 Olympic Games start-up benediction.

The 2010 World Expo is expecting 70 million visitors and is an opportunity for China to bring the world to its home, and for the world to feel at home in China. By dedicating a 5.28-square-kilometer area at the core of the city to exhibitions, events and forums on the Expo theme, "Better City, Better Life," Shanghai hopes to build a powerful and lasting pilot example of sustainable and harmonious urban living.

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